INFORMATION LETTER

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Fees for Government Services

On instructions from the President, the Director of the Bureau of the Budget has directed all federal agencies to draw up plans for "fair and equitable" government license fees by February 1, 1954.

The Director, Joseph M. Dodge, told the agencies that fees should cover the cost of the service to the fullest possible extent. He said that the order is part of the government's continuing effort to reduce public expense for special benefits to limited groups.

Federal agencies were instructed to propose fee schedules that pay for themselves and to permit interested parties to offer their comments and suggestions before the fees are made final. With respect to fees fixed by law, Mr. Dodge told the agencies to propose new legislation.

Mexican Contract Labor Fees

The fees charged agricultural employers for contracting or recontracting Mexican farm workers brought into the United States under the Migrant Labor Agreement with Mexico have been ordered reduced, effective November 9.

The Secretary of Labor said the fee charged for initial contracting of Mexican nationals has been lowered from $11 to $6 while the fee for recontracting workers who had finished a contract for one employer and were contracted by another employer was reduced from $5.50 to $2.

The Secretary said the reduced fee for contracting a worker is substantially below the present cost of bringing workers into the United States. The reduction has been put into effect, the Secretary added, in order to reduce the surplus in the revolving fund prior to expiration of the law, under which Mexican nationals are brought into the United States, on December 31, 1955. Should the lower rate result in a too rapid depletion of the reserves, it will be necessary to increase the fee before the December 31, 1955, expiration date, Secretary Mitchell said. If the law is continued after December 31, 1955, and there is no appreciable change in the cost of bringing in Mexican workers, the rate will have to be increased at that time.

Estimated Production of 1953 Food Crops

Conditions for maturity and harvest of late-growing crops were favorable to ideal during October, and the total expected volume of crop production increased slightly. According to the November 1 crop report of the Bureau of Agricultural Economics, this year's crop production remains third largest, nearly up to the 1952 volume but well below that for 1948.

Vegetables for Processing

Estimates for 10 crops representing about 97 percent of the total tonnage of vegetables for processing indicate a total of 5.99 million tons, about 8 percent below the 6.49 million tons obtained in 1952 but about 9 percent above the average of 5.48 million tons during the 1942-51 period.

This year's production is expected to be higher than the 1952 production for all crops except tomatoes, corn, and spinach. The prospective 1953 production is above the 10-year average for all crops except tomatoes, spinach, and beets.

Deciduous Fruits

Deciduous fruit production in 1953 was 3 percent less than in 1952 and 7 percent below average. Smaller production of grapes and pears accounts for most of the decline.

The 1953 production of each major deciduous fruit was below average, but not far below except for apples. Sizes of apples were limited by the drought and the outturn was only 2 percent larger than the short 1952 crop.

The peach crop was below average, but 2 percent above 1952. Grape production was below average and below last year.

The cranberry crop is estimated at 1,209,000 barrels compared with 790,000 barrels in 1952. Harvest was completed by November 1 except for a few bogs in Washington and Oregon. Quality of berries is reported about average.

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N.C.A. President Reviews Canned Foods Promotion Study

President Ratzesberger reported this week on N.C.A. efforts to find ways and means of further promoting the use and acceptance of canned foods at two state meetings. He addressed the Wisconsin Canners Association in Milwaukee and the Iowa-Nebraska group in Des Moines.

In his account of the work of the Special Committee appointed for this program, Mr. Ratzesberger mentioned the original steps taken to obtain recommendations from groups that had been most earnest and expressive on the need for organized promotion of canned products; the study by the Committee of records and trends of per capita consumption of canned foods; and the report of Chairman W. A. Free to the Board of Directors last May when it was decided that the procedure should be to engage in (a) consumer-research analysis to establish opportunities for sound marketing expansion and (b) expansion of Association activities in the field of consumer relations.

Mr. Ratzesberger reported that since that time a total of about 70 consumer-use surveys have been thoroughly analyzed and that marketing specialists from the canning trade have been brought in from time to time to help with the evaluation of the data. "The surveys are miscellaneous and varied," he said. "They go into many phases of marketing and consumer reaction: percent of families buying canned foods; usage of canned foods broken down into living standard, education and age brackets; usage broken down into monthly unit consumption and urban and rural classifications; usage by cities and years, by geographic areas, and many other phases. Some of these surveys get into reasons why housewives like or do not like certain of our products. To work this mass of material into facts and findings that would serve the Committee in studying this problem has been a sizable achievement. But it was a wise decision for these studies to be made before embarking on Association action on this problem.

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STATISTICS

Poultry Used in Canning

Poultry canned or used in canning during the first nine months of 1953 totaled 136,263,000 pounds, 2 percent more than the 134,242,000 pounds used during the same period of 1952, according to a report by the Bureau of Agricultural Economics.

The quantities of poultry used during the four months June through September were lower than for the corresponding months last year.

Lima Beans for Processing

The preliminary estimate of the 1953 production of lima beans for canning, freezing, and other processing is 106,380 tons, 18 percent more than the 1952 production of 89,970 tons and 84 percent more than the 1942-51 average of 57,850 tons, according to the Bureau of Agricultural Economics.

The 1953 planted acreage is estimated at 113,510 acres. This compares with 99,000 acres planted in 1952 and an average of 86,730 acres for the preceding 10-year period.

The 1953 harvested acreage is estimated at 109,970 acres. This compares with 94,100 acres harvested in 1952 and an average of 80,370 acres for the 1942-51 period.

The 1953 estimated yield per acre is 1,935 pounds. This compares with 1,912 pounds obtained in 1952 and a 10-year average of 1,376 pounds of shelled lima beans. The per acre yield is the heaviest on record and the 1953 tonnage has never been exceeded.

State	10-year ave. 1942-51	1952 Revised	1953 preliminary
	(tons—shelled)		
New York	1,040	3,080	2,990
Pennsylvania	2,000	3,100	2,770
Ohio	400	190	240
Michigan	1,390	1,060	1,540
Wisconsin	2,820	5,350	5,170
Delaware	10,560	13,720	17,660
Maryland	2,380	2,260	2,200
Virginia	2,330	2,340	2,730
Washington	1,030	640	700
California	15,620	32,930	42,010
Other states[1]	18,280	25,300	28,370
U. S. Total	57,850	89,970	106,380

[1] Ark., Colo., Idaho, Ill., Ind., Iowa, Kans., Minn., Mo., N. J., Okla., Ore., Tenn., and Utah.

Indicated Production of Vegetables for Processing

Crop	10-year ave. 1942-51	1952 Revised	1953 Indicated	Percent change from— 1952	Percent change from— 1942-51
	(thousands of tons)				
Beans, Lima	57.9	90.0	106.4	+ 18.2	+83.8
Beans, snap	232.2	239.9	292.5	+ 21.9	+26.0
Beets	141.9	124.9	141.0	+ 12.9	− 0.6
Cabbage for kraut (contract)	86.2	87.7	126.3	+ 44.0	+46.5
Corn, sweet	1,181.1	1,527.3	1,489.6	− 2.5	+26.1
Cucumbers for pickles	219.3	331.7	336.3	+ 1.4	+53.4
Peas, green	432.2	435.5	449.9	+ 3.3	+ 4.1
Pimientos	17.4	12.3	32.5	+164.2	+86.8
Spinach	115.7	113.9	105.9	− 7.0	− 8.5
Tomatoes	2,993.0	3,523.5	2,906.4	− 17.5	− 2.9
Total, 10 crops	5,476.9	6,486.7	5,986.8	− 7.7	+ 9.3

1953 Food Crops

(Concluded from page 319)

Citrus Fruits

Harvesting of citrus is progressing satisfactorily with good crops of oranges, tangerines, and grapefruit in prospect for Florida. Prospects for citrus in Texas are for larger crops than last year but much below the production before the freezes.

Vegetables for Fresh Market

Commercial vegetable crops for fresh market this fall will supply 2 percent less tonnage than last fall but slightly more than average. Production is larger than last year for fall snap beans, Brussels sprouts, cabbage, and sweet corn, but smaller for broccoli, carrots, cauliflower, celery, eggplant, lettuce, green peas, green peppers, spinach, and tomatoes.

Field Crops

Winter wheat prospects, as of November 1, varied widely by areas, but on the whole are better than a year earlier. October rains have been the key to the situation, which at the start of the month was generally far from satisfactory.

Dry bean production prospects declined slightly from a month ago. The 1953 crop is indicated at 17,557,000 bags (100 pounds uncleaned basis), down about 1 percent from the October 1 forecast, but about 5 percent above the 1952 production. The average yield of 1,246 pounds per acre (uncleaned basis) is the second highest of record, exceeded only by the 1,319 pounds harvested in 1952.

The current estimate of 52.6 million equivalent 100-pound bags of rice is about 3 percent more than the October 1 forecast, 8 percent more than the 48.7 million bags harvested in 1952, and 50 percent above the 10-year average of 35.1 million bags.

Potato production is estimated 370,856,000 bushels, 7 percent larger than the 1952 crop. The Maine crop is indicated to be 11 percent above last year's.

Sweet potato production is indicated at 33,464,000 bushels, 18 percent larger than the relatively short 1952 crop but 38 percent below the 1942-51 average of 54,331,000 bushels.

Pimientos for Processing

Preliminary reports indicate a 1953 production of 32,530 tons of pimientos for processing, according to the Bureau of Agricultural Economics. This compares with 12,300 tons in 1952 and an average of 17,430 tons for 1942-51.

The October 1 estimate anticipates a production of 22,400 tons in Georgia and 10,130 tons contracted by Georgia processors in nearby states.

The 1953 harvested acreage is estimated at 25,900 acres, compared with 15,000 acres in 1952 and the 10-year average of 15,210 acres.

The estimated yield is 1.26 tons, compared with 0.82 tons in 1952 and an average of 1.14 tons for the preceding 10 years.

Cucumbers for Pickles

Preliminary estimates by the Bureau of Agricultural Economics place the 1953 production of cucumbers for pickles at 14,011,000 bushels, about 1½ percent more than the 13,822,000 bushels produced in 1952 and over 50 percent more than the average of 9,138,000 bushels obtained during 1942-51.

Total stocks of salt and dill pickles in tanks and barrels on October 1 are estimated at 12,775,000 bushels, 14 percent more than the holdings of 11,167,000 bushels on October 1 last year and the 1942-51 average of 9,053,000 bushels for that date.

Holdings from both the 1953 crop and previous crops are reported larger this year than last.

Spinach for Processing

The indicated 1953 production of fall-crop spinach for processing is 19,690 tons, according to the Bureau of Agricultural Economics. This is about 18 percent below the 1952 production of 23,980 tons and 44 percent below the 1942-51 average of 35,270 tons.

The 1953 fall acreage for processing is estimated at 5,630 acres, compared with 5,650 acres harvested in 1952 and the 10-year average of 12,410 acres.

Total production of spinach for processing is indicated to be 105,980 tons for 1953, about 7 percent less than the 1952 production of 113,830 tons and 8½ percent under the 10-year average of 115,710 tons.

State and Seasonal Group	Acreage 1952	Acreage 1953	Production 1952	Production 1953
	(*acres*)		(*tons*)	
Texas				
Winter	5,000	4,500	7,000	6,800
California				
Early spring	8,000	6,500	51,200	45,500
Fall	1,000	1,400	6,300	8,000
Virginia				
Late spring	700	800	1,960	2,400
Fall	400	300	1,200	900
Maryland				
Late spring	1,220	800	2,320	2,000
Fall	400	300	720	420
New Jersey				
Fall	1,000	1,000	10,400	5,700
New York				
Late spring	1,500	1,400	12,250	12,200
Fall	500	(a)	1,500	(a)
Arkansas				
Late spring	4,300	3,800	5,600	6,460
Fall	800	1,000	1,200	1,600
Oklahoma				
Late spring	4,700	4,700	8,500	9,400
Fall	400	400	560	400
Washington				
Late spring	170	260	1,020	1,530
Fall	250	330	2,100	2,670
Total, 9 states	31,240	28,390	113,830	105,980
Winter and Spring	25,590	22,760	89,850	86,290
Fall	5,650	5,630	23,980	19,690

(a) Not given to avoid disclosure of individual operations.

STANDARDS

Concentrated Orange Juice

The Agricultural Marketing Service, USDA, has revised U. S. standards for grades of canned (hot-pack) concentrated orange juice and has issued grades for concentrated orange juice for manufacturing. Texts of the new standards were published in the *Federal Register* of November 11.

Low-sodium Foods Hearing

The Food and Drug Administration on November 14 announced that public hearings will be started December 15 on a proposal to amend the FDA dietary food labeling regulations with respect to low-sodium foods.

The proposed requirement is that the sodium declaration shall be on the basis of sodium content in milligrams per 100 grams of the food. Further details will be given in the official announcement in the *Federal Register*.

WASTE DISPOSAL

Waste Disposal Problems

An Industrial Waste Conference is scheduled November 19-20 at Oklahoma A. & M. College, Stillwater, Okla. N. H. Sanborn of the N.C.A. Washington Research Laboratory will discuss cannery waste treatment at 1:15 p.m., November 19, in the Student Union. Mr. Sanborn will be available before and after his talk for discussion with canners concerning their individual cannery waste disposal problems.

Canned Foods Promotion Studies

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It is always vital to diagnose the ailment before prescribing the medicine."

Mr. Ratzesberger reported that from meetings of subcommittees and the main Committee being held this fall will come recommendations for presentation to the Board of Directors at the January Convention.

In his Wisconsin speech, Mr. Ratzesberger reported on the consumption trend for canned vegetables and particularly canned peas, and at Des Moines, he stressed the picture on canned corn.

At both state meetings advantage was taken of opportunities for getting the canned foods story across to the public. The Information Division arranged for Mr. Ratzesberger's appearance on a television interview on the program "The Man Next Door" conducted by Bob Heiss over Station WTMJ-TV, Milwaukee, in which was stressed the contribution of canned foods to the nation's welfare, along with the special contributions of the Wisconsin industry.

In addition, radio releases were sent to 69 Wisconsin radio stations including farm and women's program directors and 14 special commentators. News press releases went to the national radio and wire services and to 116 Wisconsin newspapers and the canning industry trade journals. Miss Katherine R. Smith, Director of the Home Economics Division, who also appeared on the Wisconsin program, was interviewed by Ann Leslie of Milwaukee's radio station WISN on Tuesday. Miss Smith had addressed the Michigan Canners Association at Grand Rapids on November 9, and appeared on the Wisconsin program the following day.

For the Iowa-Nebraska meeting, the Information Division arranged for Mr. Ratzesberger's appearance in an interview by Herb Plambeck, farm news editor of radio station WHO, on "The March of Agriculture" program. The Division also issued releases to a total of 121 Iowa and Nebraska radio and TV broadcasters, including news directors and farm program directors. Press releases were sent to 214 newspapers in the two states, as well as to the wire services and the canning trade journals.

DEATH

William Bewley

William Bewley, 75, a canner and political figure in New York State, died in Lockport, N. Y., November 6.

Mr. Bewley and his late brother Richard organized the Lockport Canning Company in 1907. They also formed the Bewley Canning Company in Middleport, sold this plant in 1917, repurchased it in 1925, and operated the Bewley firm until 1946.

Mr. Bewley was active in the affairs of the state and national associations. He was a member of the N.C.A. Board of Directors, 1937-39; president of the New York State Canners Association in 1937, and had continued to serve on that association's advisory committee.

Mr. Bewley served in the New York State Assembly, 1914-19 and 1927-28. He re-entered politics in 1938 and served five consecutive two-year terms as a state senator.

PERSONNEL

National Pickle Packers Assn.

The National Pickle Packers Association elected the following officers recently at the association's annual meeting:

President—Edward Guggenheimer, Bloch & Guggenheimer, Long Island City, N. Y.; vice president—Harry Tuttle, M. A. Gedney Co., Minneapolis; secretary—W. R. Moore, Oak Park, Ill. (reelected); treasurer—Earl G. Van Holten, J. G. Van Holten & Sons, Inc., Milwaukee (reelected).

Assn. of Pacific Fisheries

The Association of Pacific Fisheries elected the following officers recently at the association's annual convention:

President—Vance F. Sutter, Fidalgo Island Packing Co., Seattle (reelected); first vice president—C. F. Johnson, Port Ashton Packing Corp., Seattle; second vice president—A. W. Brindle, Wards Cove Packing Co., Seattle; third vice president—T. F. Sandoz, Columbia River Packers Assn., Inc., Astoria, Ore.; fourth vice president—A. R. Barthold, Alaska Packers Assn., Seattle; secretary-treasurer—E. D. Clark, Seattle (reelected).

PUBLICITY

Woman's Home Companion

With the October issue of *Woman's Home Companion* magazine, Nell B. Nichols, the Companion field reporter, initiated her monthly article entitled "Good Food." Mrs. Nichols' articles are interesting reports of discussions with young homemakers throughout the country.

In the October article, the author said, "I couldn't resist snooping in the local stores while I was in Morganton, (N. C.). I found excellent variety in canned vegetables and when I mentioned this to one of the young women at luncheon she said, 'Oh, yes, they have to keep us well supplied with those; we couldn't live without them!' The others all agreed that the fresh vegetable supply was very spotty in the off-seasons and that they relied a lot on the canned variety."

Her visit to Des Moines, Iowa, with 13 young mothers is reported in the November issue. One section of the article is titled "Canned Foods Are 'Meal Insurance'!" and says, "Canned and packaged foods supply an anchor to windward when guests drop in, when the children are ill, when other supplies are suddenly low, when the pay check is overdue or mother gets home late and the family are hungry. They come in handy too when a big sewing project is on. And they answer, for one woman, the late-evening roar of her hungry-lion husband: 'Hey, honey! What have we got to munch on?'"

Parade Magazine

In the November 8 issue of *Parade* magazine, the Sunday magazine section of many leading newspapers throughout the country, Beth Merriman, food editor, featured canned tuna in her article, "A Sandwich Dinner."

The recipe "hushpuppy sandwiches" was made with tuna. About it in her subtitle, Miss Merriman said, "Serve 'hushpuppies' with hot tomato sauce—and watch the smiles!"

PROCUREMENT

Canned Beef for USDA

The Production and Marketing Administration, USDA, has announced purchase of 8,129,000 pounds of canned beef during the week of November 2. The purchases were made with Section 32 funds. This raises total USDA purchases of canned beef to 133,929,731 pounds.

Forthcoming Meetings

November 19-20—Indiana Canners Association, Annual Convention, French Lick Springs Hotel, French Lick Springs

November 23-24—Pennsylvania Canners Association, 39th Annual Convention, Penn Harris Hotel, Harrisburg

November 30—Tennessee-Kentucky Canners Association, Annual Meeting, University of Tennessee, Knoxville

December 3—Minnesota Canners Association, 47th Annual Convention, St. Paul Hotel, St. Paul

December 3-4—Tri-State Packers Association, Inc., 51st Annual Convention, Haddon Hall, Atlantic City, N. J.

December 8—Maine Canners Association, Annual Meeting, Falmouth Hotel, Portland

December 10-11—Georgia Canners Association, Annual Convention, Biltmore Hotel, Atlanta

December 10-11—New York State Canners and Freezers Association, Inc., 68th Annual Convention, Hotel Statler, Buffalo

December 10-11—Ohio Canners Association, 46th Annual Convention, The Neil House, Columbus

January 4-6—Northwest Canners Association, Annual Convention, Multnomah Hotel, Portland, Ore.

January 7-8—Canners League of California, Annual Fruit and Vegetable Sample Cutting, Hotel Fairmont, San Francisco

January 7-8—Illinois Canners Association and Illinois State Agricultural Experiment Station, Canners and Fieldmen's Short Course, University of Illinois, Urbana

January 18-21—Canadian Food Processors Association, Annual Convention, Alpine Inn, Ste. Marguerite, P.Q.

January 19-21—Michigan Canners Association and Michigan State Agricultural Experiment Station, Canners and Fieldmen's Short Course, Michigan State College, East Lansing

January 19-22—National-American Wholesale Grocers Association, Annual Convention, Ambassador Hotel, Atlantic City, N. J.

January 21-22—National Pickle Packers Association, Winter Meeting, Roosevelt Hotel, New York City

January 23-27—National Canners Association, 47th Annual Convention, together with National Food Brokers Association and Canning Machinery and Supplies Association, Atlantic City, N. J.

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